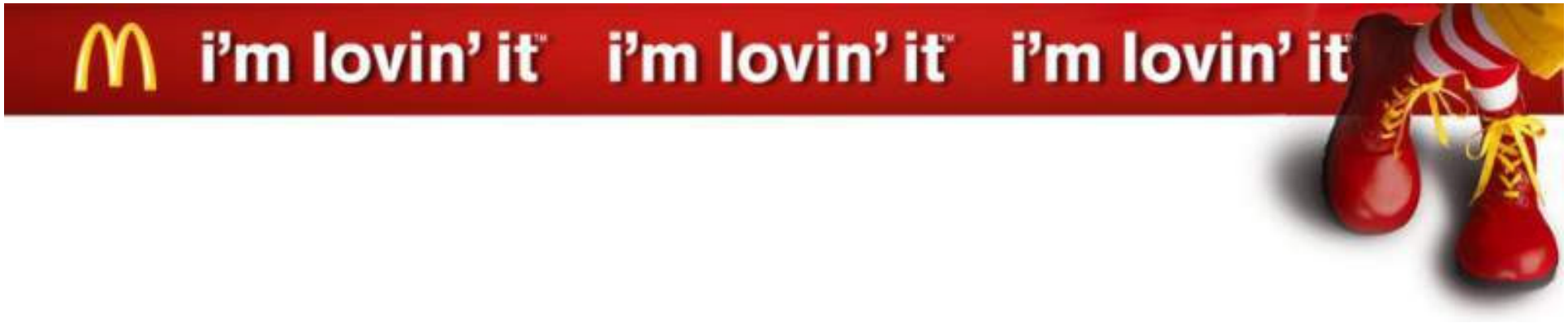

McDonald's Partner Presentation

27th April 2007

Paramount
A VIACOM COMPANY

Privileged and confidential

Shrek the Third

UK Happy Meal Overview & European POP kit

All designs are subject to modification to meet safety, cost and licensor requirements © The Marketing Store 2007

UK Happy Meal

In-Market: 13th June – 31st July

The Challenge

Shrek no longer wants to be king of Far Far Away….

and the journey to find the new king starts here!

How will it work?

- We are setting kids the **challenge** of helping Shrek find Artie by taking them on several **adventures** around the kingdom (both in-restaurant and online).
- We give them all the inspiration they need to join Shrek on the journey and overcome the challenges.
- Throughout this journey, kids will **discover** more about Shrek, his friends and his quest.
- Result will be a sense of **fulfillment,** as kids will be integral to helping Shrek find Artie.
  - They will be rewarded for their success—both in-restaurant and through the competition.

How will it work?

The journey is separated into 3 stages:

1. Shrek and his friends leave the castle on **The Voyage** in search of the rightful king

2. The adventure continues in **The Forest** and at **The Academy**

3. The adventurers arrive home in **Celebration**, as the new king is crowned

The Customer Journey

- External Poster (refreshed)
- Internal Poster
- Drive Thru Banner
- MDUI (toy display)
- Menu Translite
- 3 Food Packaging designs
- Standee
- Floor Decals
- Mobiles
- The Happy Meal toys
- 3 HM Boxes
- 3 WH Smith Book Offers
- 3 Competitions
- Keeko (colouring pads)
- Balloons
- 3 PDPs (free giveaways)
- In-Store Activation
- Online

External Posters

To communicate the action and excitement of the adventure

Timing: Creative to be refreshed at Week 3

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Internal Poster

Standee

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Mobiles

Munch on your fruit!
happy meal
It's one of your 5-a-day!
happy meal
Deli
Choose
Meals

Menu Translite

Food Packaging

Donkey Carrot Sticks

Puss In Boots Milk

Fiona Fruit Bag

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The Toys – plastic figurines with sound

HM Box 1: The Voyage

The Voyage Challenge: Design a fast ship to find the king

WHS Book Offer: £1 with voucher

Online support: Shrek's Treketh to Adventure

HM Box 2: Forest & Academy

The Magic Challenge: Create your own spell

WHS Book Offer: £1 with voucher

Online support: Shrek's Treketh to Adventure

HM Box 3: The Celebration

The Knight's Challenge: Design your own shield

WHS Book Offer: £1 with voucher)

Online support: Shrek's Treketh to Adventure

WHSmith Book Offer

The Offer

- Offer voucher featured on all Happy Meal boxes
- £1 book for McDonald's customers at WHSmith UK stores (RRP of £2.99)

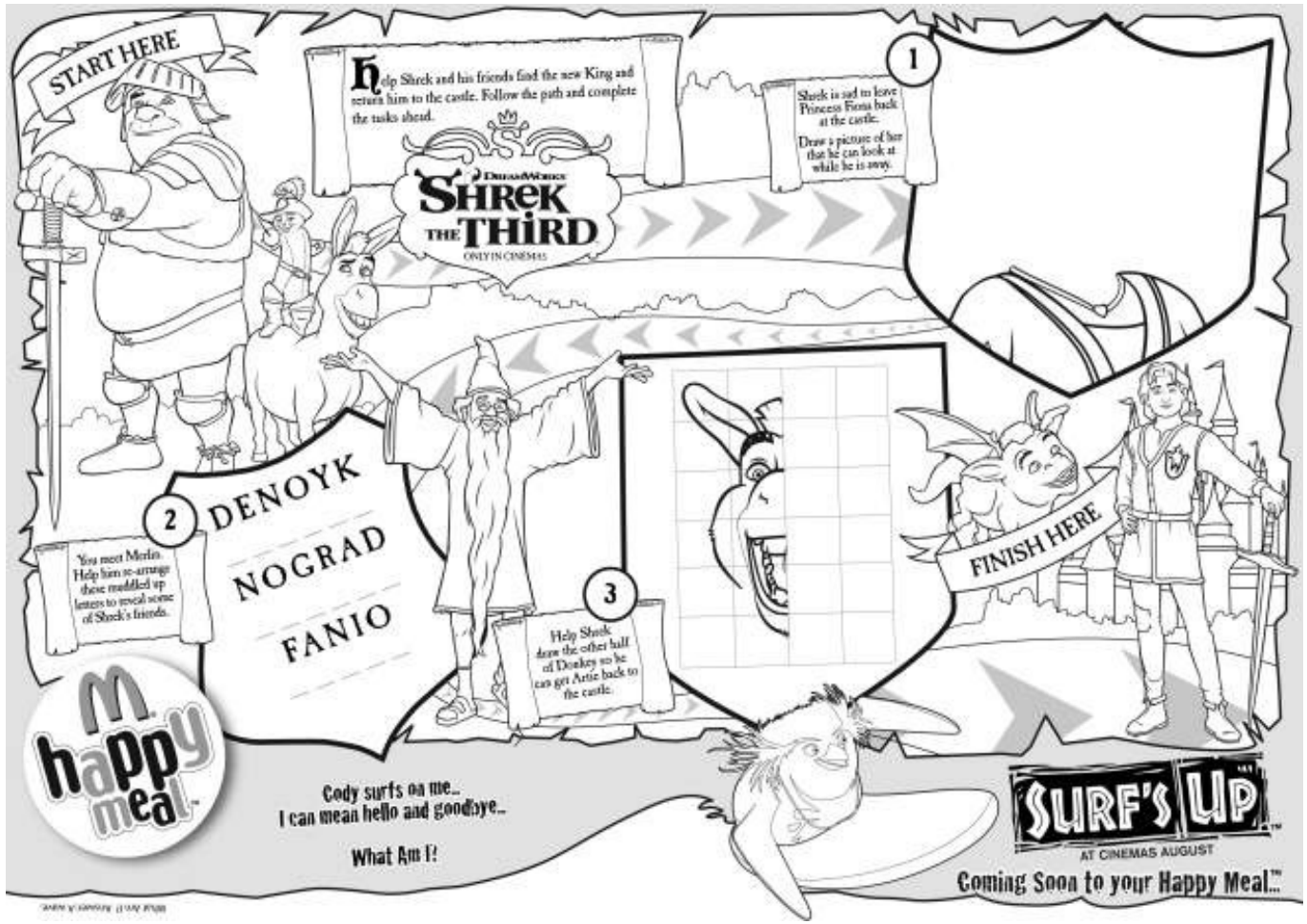
The Product

- Bespoke books created, to align with segment of the journey communicated on HM boxes

Past Success

- McDonald's, Harper Collins/W.H. Smith over Narnia
- 100,000 books were sold during the promotion period
  - 55,000 redeemed from McDonald's customers
  - The most successful WHSmith promotion of all time

Keeko Activity Sheet



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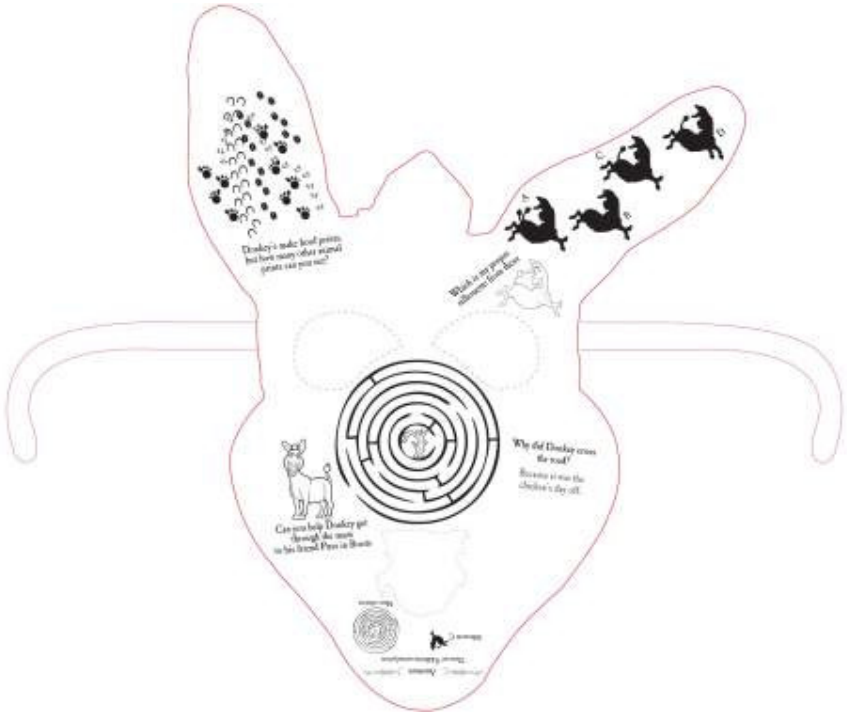
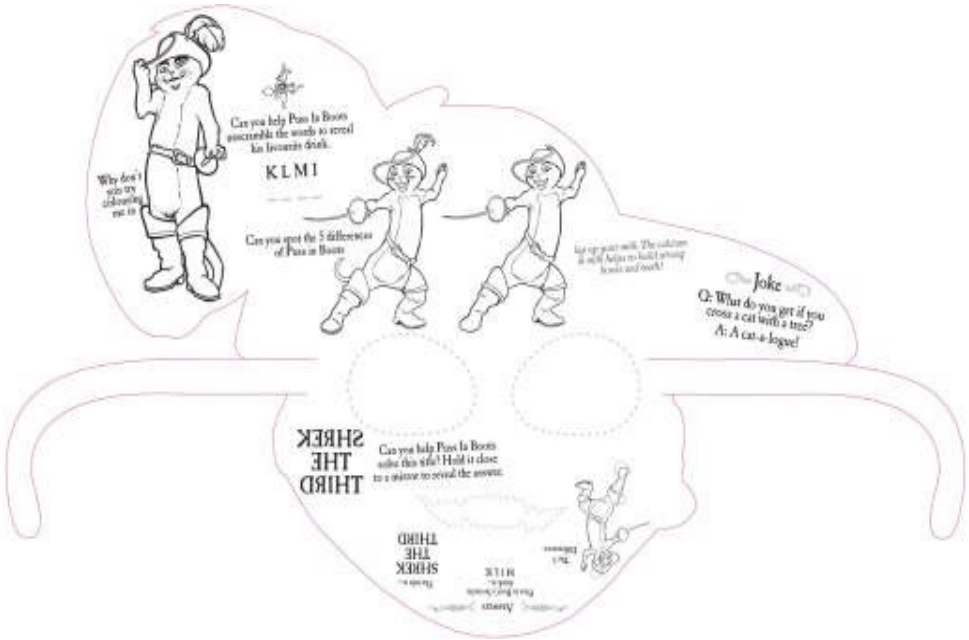
PDP - Donkey



PDP – Shrek

PDP – Puss In Boots



Level 2 Activation

Help Shrek!

Shrek is on a journey to find the new King! His friends have the clues to solve a puzzle and lead you to the new King. Shrek needs your help to find them around the restaurant...

Shrek has huge footprints! Can you guess who the other two sets of footprints belong to?

(ANSWER ON BOTTOM OF SHEET)

Are you ready? Here's what to do....

- Follow the giant footprints to find the first of 8 hidden shields with one of Shrek's friends on it.
- Copy the letter on the shield under the matching shield in the space below (the first one has been completed for you).
- Then follow the clue on the shield to find the next one, filling in the letter each time to solve the puzzle.

Good luck in your Shrektacular adventure!

1	2	3	4	5	6	7	8
A							

Congratulations, you've helped Shrek to find the new King!

Take your worksheet to a McDonald's staff member to get your reward.

Things to remember when you're on your journey around the restaurant:

- Always walk, never run!
- All the shields are hidden inside the restaurant, so there's no need to go outside.
- Try not to be too loud—other people will be enjoying their meals.
- Watch out for people carrying food and drink.

Shrek the Third — Only in Cinemas

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Shrek is a registered trademark of DreamWorks Animation, L.L.C. Shrek the Third ™ & © DreamWorks Animation, L.L.C.

happy meal

(ANSWER: PUSS IN BOOTS AND DONKEY)

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European POP Kit

Evolution of the Kit

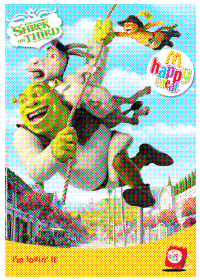
Super deluxe kit :

- 1 Standard window poster
- 4 Hanging flags
- 1 window decal
- 2 door entrance decals
- 1 wall decal
- 6 floor stickers
- 2 Toilet door stickers
- 4 Happy Meal boxes
- 1 MDUI

Exterior Media

Interior Media

Happy Meal Box



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Double sided poster

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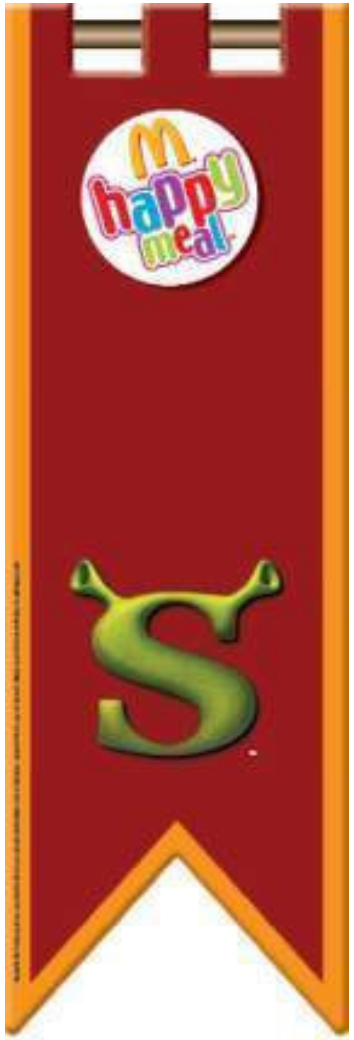
Hanging banner



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Window decal

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door entrance decals

Wall decal

the marketing store™

Floor stickers

Toilet Door stickers

MDUI

happy meal
SHREK THE THIRD
8 Magical Toys Available
i'm lovin' it

Box 1

Malta
happy meal
SHREK THE THIRD
The adventure begins!
i'm lovin' it
TRAVEL PAPERS
Write Your Name Here!
Shrek and Princess Fiona race to find Artie
happy meal
SHREK THE THIRD
Shrek is off on an adventure!
i'm lovin' it
PANTONE 349
PANTONE 485

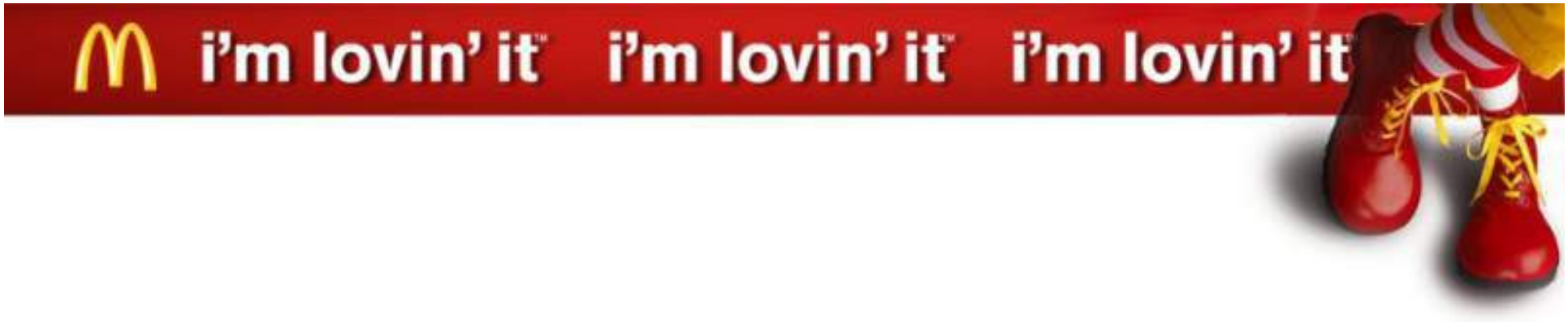
Box 2

Malta
happy meal
SHREK THE THIRD
Ship Ahoy!
Pumas Explorers
Puss In Boots will miss the ladies!
i'm lovin' it
i'm lovin' it
PANTONE 349
PANTONE 485

Box 3

Box 4

the marketing store
Malta
happy meal
Let's celebrate the new king!
i'm lovin' it
Create your own castle
SHREK THE THIRD
Back home in the swamp. Look what has arrived!
i'm lovin' it
PANTONE 349
PANTONE 485



Bee Movie

28th November 2007 – 8th January 2008

i'm lovin' it i'm lovin' it i'm lovin' it

The concept

i'm lovin' it i'm lovin' it i'm lovin' it

Bring the Buzz Back

- ***"Draw a flower that you think would bring the bees back and win the chance for us to re-generate an area full of bee-loving flowers & plants for you"***

- Kids draw their flower on the Happy Meal box and write on the back about an area they would want us to re-generate and why
  - We can detail a list of areas for them to pick from; my town hall, church, school community centre etc.

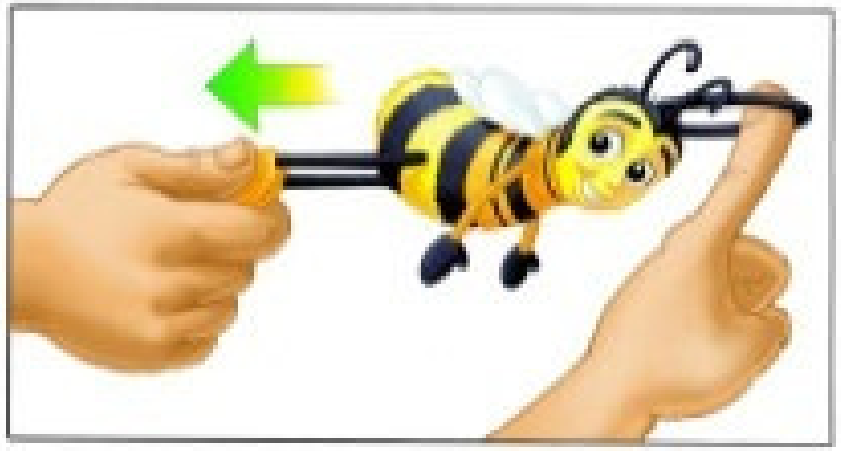
- They pop out their entry and post it to the competition address

- Every entrant is sent:
  - A certificate to say "I've helped to bring the buzz back"
  - Bulb/voucher for a bulb to plant themselves

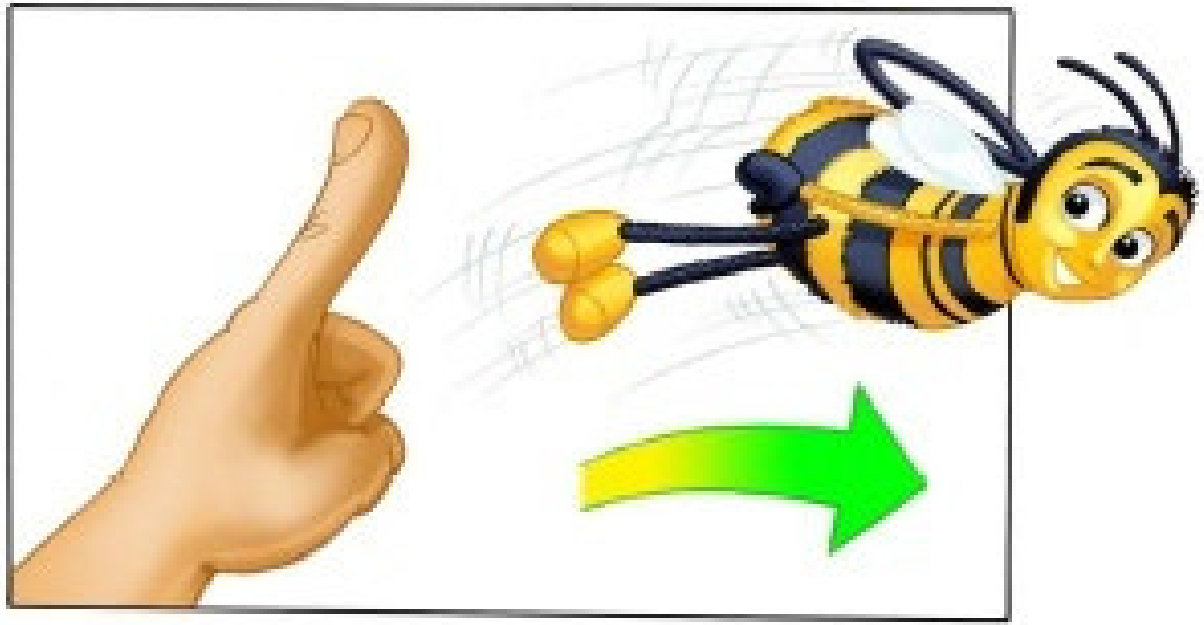
i'm lovin' it i'm lovin' it i'm lovin' it

Bee Movie Premiums

Flying Plush!



Every toy in this program has an elastic loop that lets your Bee fly!



Soaring Drill Sergeant

Pull back on the elastic loop and let go to fling Sarge into flight!

5.25" tall!

Embroidered facial features

Antennae: thin fabric cord

2mm velboa plush

Arms and legs: fabric cord wiggle limbs

Hair: kohair

Fabric wings

Buzz Take Off

Pull back on the elastic loop and let go to fling the Buzz into flight!

Fling-Shot Barry

Pull back on the elastic loop and let go to fling Barry into flight!

6.5" tall!

Embroidered facial features

Hair: kohair

Fabric wings

2mm velboa plush

Fling Flyer Adam

Pull back on the elastic loop and let go to fling Adam into flight!

Antennae: thin fabric cord

Arms and legs: fabric cord wiggle limbs

Flip N' Fly Mooseblood

6" long!

Pull back on the elastic loop and let go to fling Mooseblood into flight!

Antennae: thin fabric cord

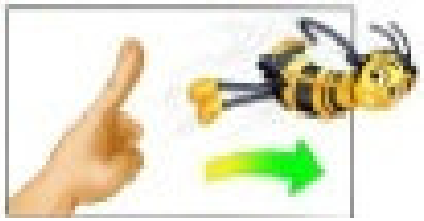
2mm velboa plush

Fabric wings

Embroidered facial features

Tail: reverse tricot w/ 1C silk screen stripes

Arms: fabric cord



Pollen Jock Barry

Pull back on the elastic loop and let go to fling Barry into flight!

Embroidered facial features

2mm velboa plush

5.75" tall!

Leatherette helmet

Antennae: thin fabric cord

Fabric wings

Arms and legs: fabric cord wiggle limbs

Loopy Pollen Jock

6" tall!

Pull back on the elastic loop and let go to fling the Pollen Jock into flight!

Waterbug Fling

Pull back on the elastic loop and let go to fling Waterbug into flight!

Embroidered facial features

2mm velboa plush

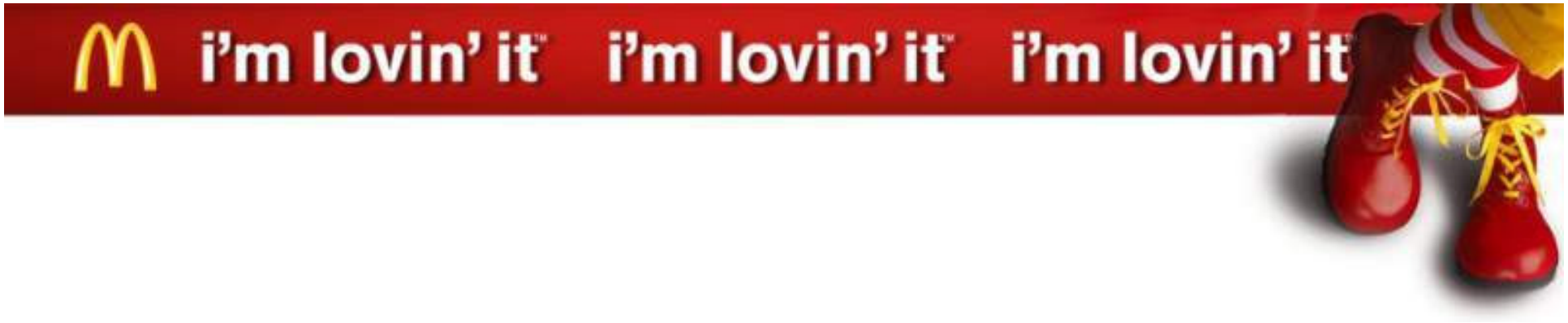
Antennae: thin fabric cord

5.75" tall!

Arms and legs: fabric cord wiggle limbs

i'm lovin' it i'm lovin' it i'm lovin' it

2008 Paramount/DreamWorks Promotions



Spiderwick

12th March – 15th April 2008

1. SPIDERWICK SEEING STONES

Each Happy Meal gives you a Seeing Stone that makes magical images appear in mid air when you gaze through it !

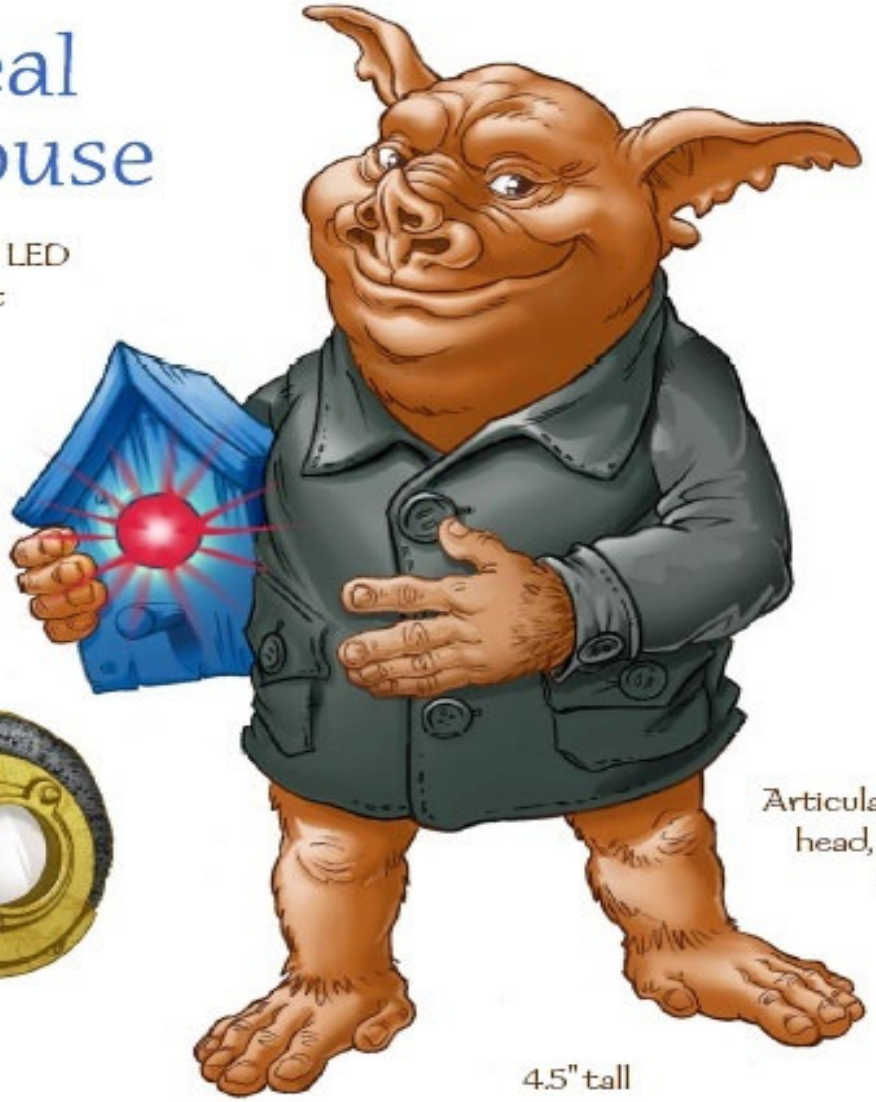
- New technology creates floating hologram-like images when you look at light!!
- Each "stone" also comes with a character that lights up, so you can activate the magic right away!

i'm lovin' it i'm lovin' it i'm lovin' it

Hogsqueal & Birdhouse

Red LED light

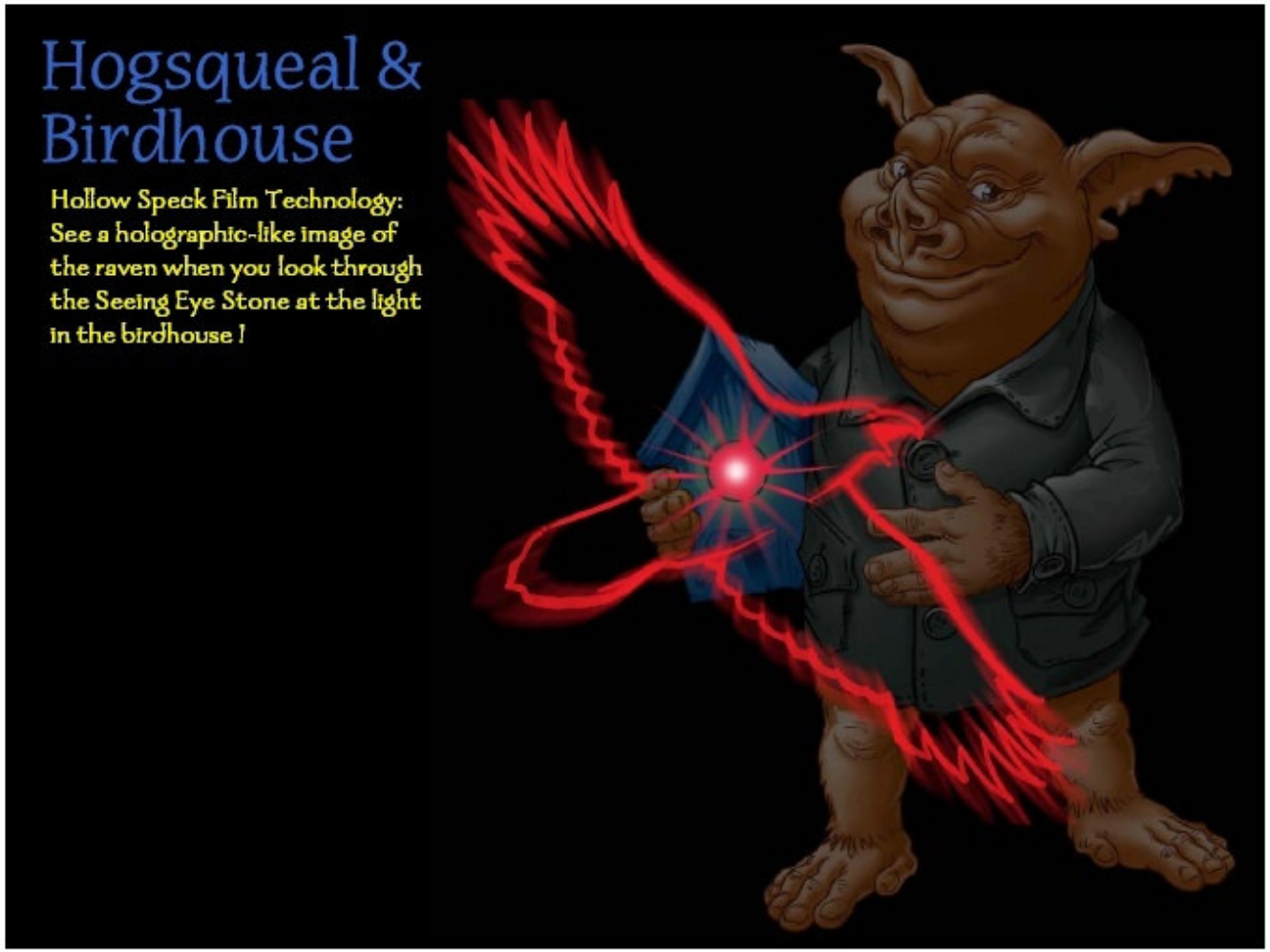
Seeing Eye Stone w/ 4c paper cardstock frame



Articulated head, left arm

4.5" tall

i'm lovin' it i'm lovin' it i'm lovin' it



Orla's Necklace

Amber LED

Seeing Eye Stone w/ 4c paper cardstock frame

Articulated arms

5" tall

i'm lovin' it i'm lovin' it i'm lovin' it

Orla's Necklace

Hollow Speck Film Technology:
See a holographic-like image of a sprite when you look through the Seeing Eye Stone at the light in Orla's necklace!

Thimbletack & Lantern

4.5" tall

Articulated head and right arm

Seeing Eye Stone w/ 4c paper cardstock frame

Red LED light

i'm lovin' it i'm lovin' it i'm lovin' it

i'm lovin' it i'm lovin' it i'm lovin' it

Boggart with Silver Button

4" tall

Red
LED light

Seeing Eye Stone w/ 4c paper cardstock frame

i'm lovin' it i'm lovin' it i'm lovin' it

i'm lovin' it i'm lovin' it i'm lovin' it

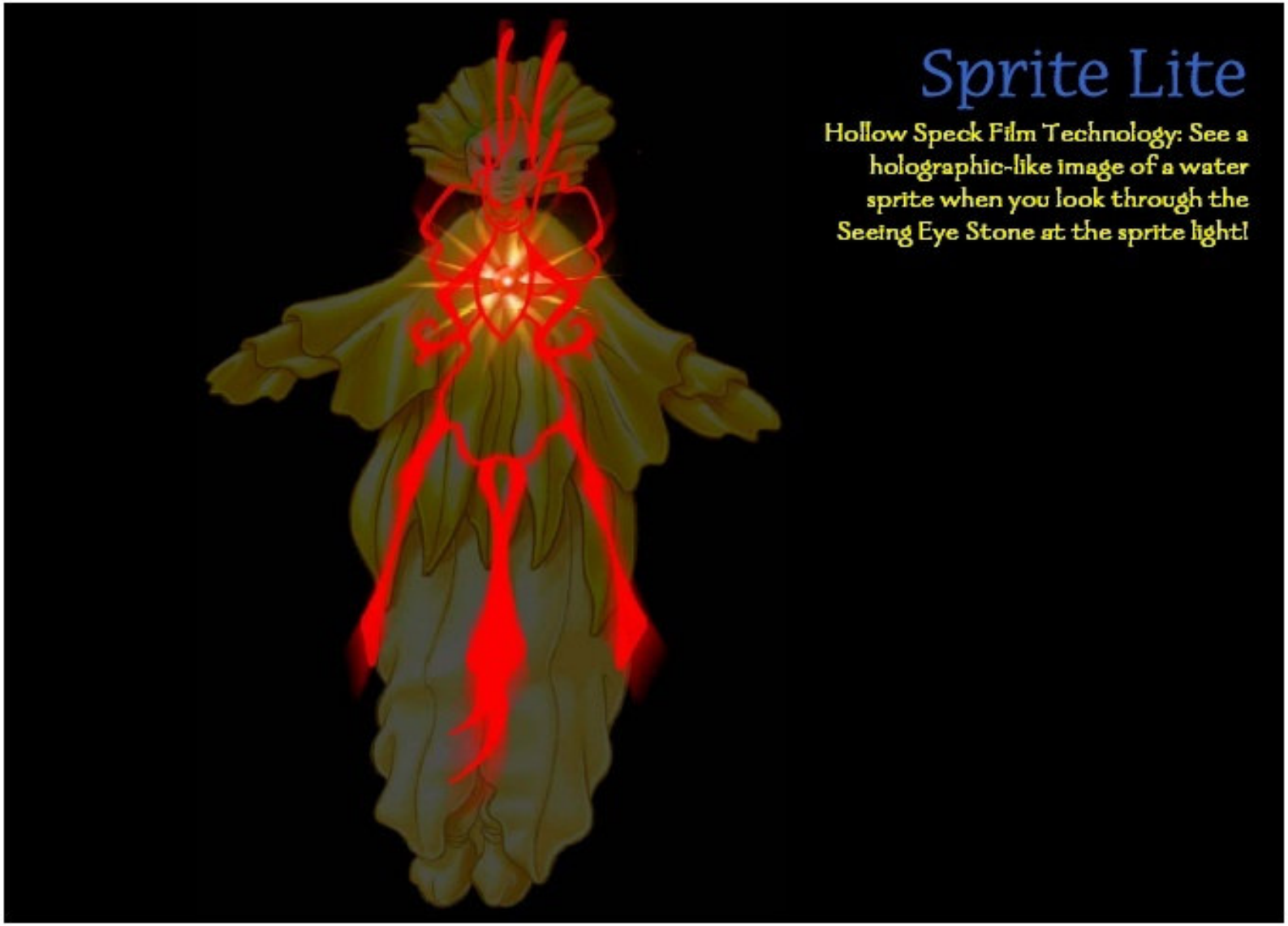
Sprite Lite

4.5" tall

Red
LED light

Seeing Eye Stone w/ 4c
paper cardstock frame

i'm lovin' it i'm lovin' it i'm lovin' it



Sprite Lite

Hollow Speck Film Technology: See a holographic-like image of a water sprite when you look through the Seeing Eye Stone at the sprite light!

i'm lovin' it i'm lovin' it i'm lovin' it

Red Eye Goblin

Seeing Eye Stone w/ 4c
paper cardstock frame

i'm lovin' it i'm lovin' it i'm lovin' it

i'm lovin' it i'm lovin' it i'm lovin' it

Mulgarath

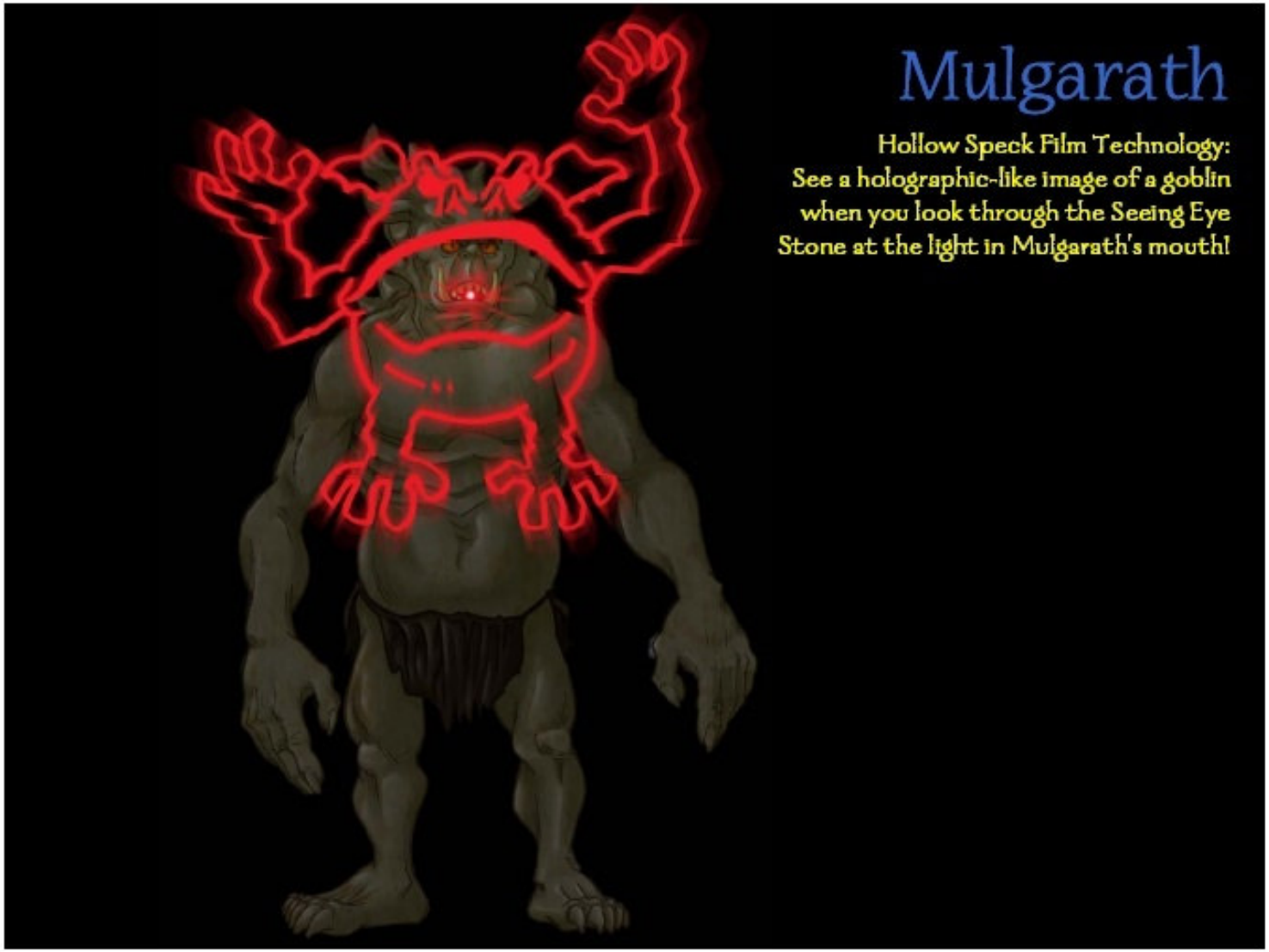
Wipe off paint finish on figure

Seeing Eye Stone w/ 4c
paper cardstock frame

Articulated
arms

5" tall

i'm lovin' it i'm lovin' it i'm lovin' it



Mulgarath

Hollow Speck Film Technology:
See a holographic-like image of a goblin when you look through the Seeing Eye Stone at the light in Mulgarath's mouth!

i'm lovin' it i'm lovin' it i'm lovin' it

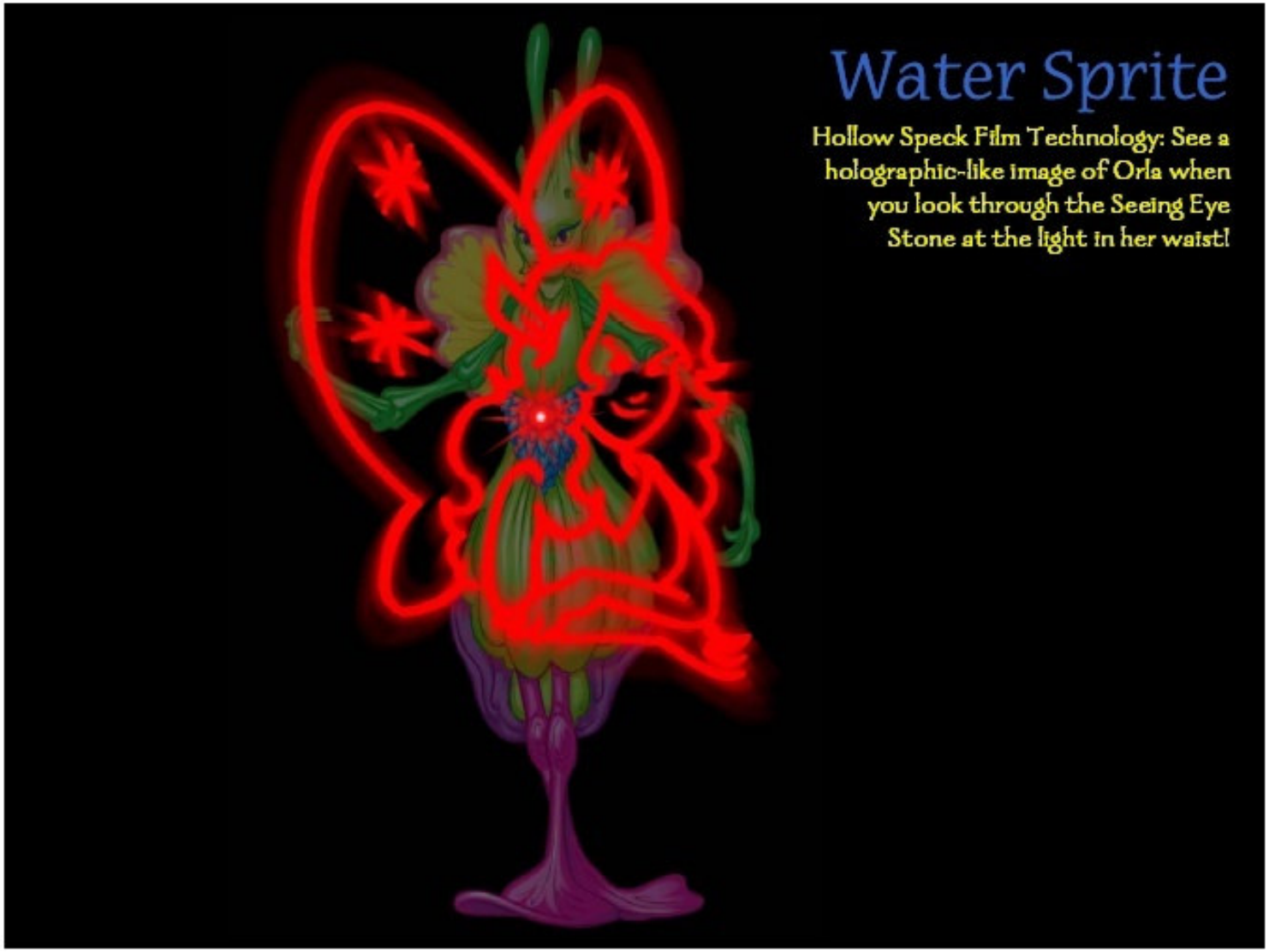
Water Sprite

4.5" tall

Red
LED light

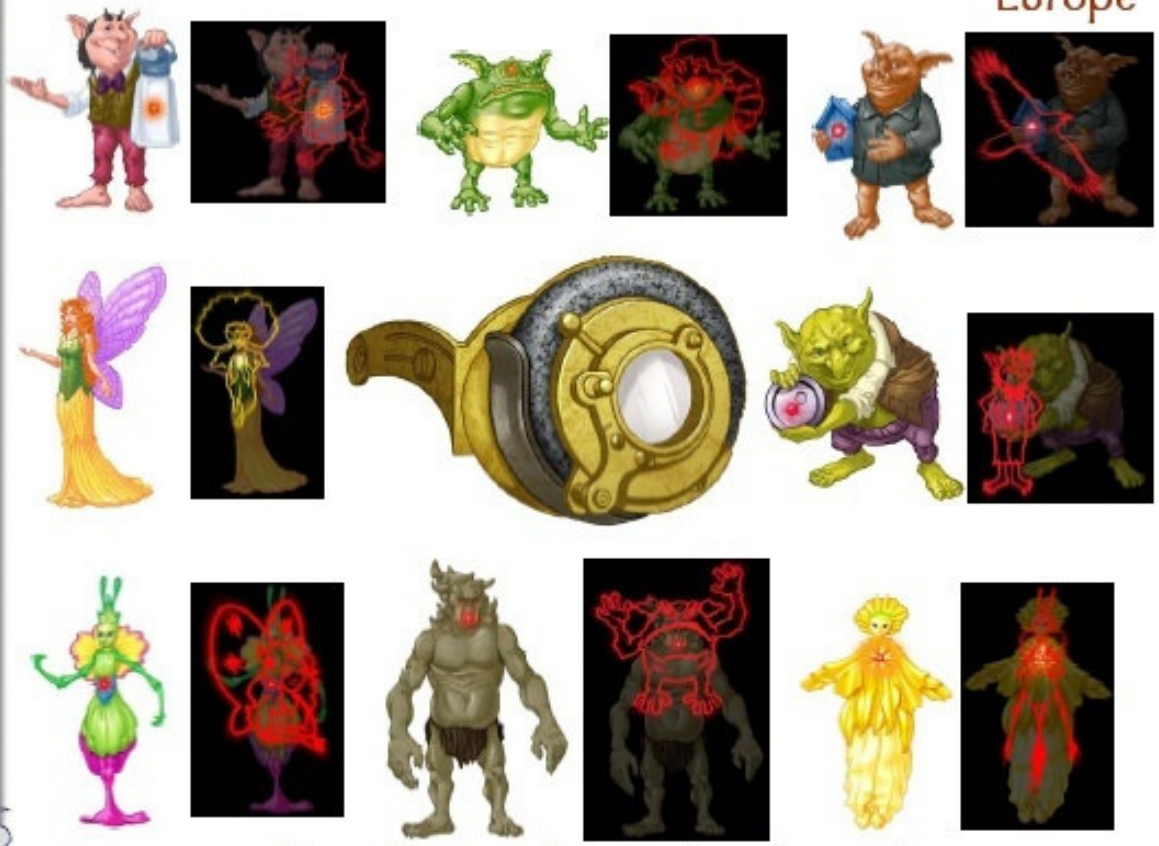
Seeing Eye Stone w/ 4c
paper cardstock frame

i'm lovin' it i'm lovin' it i'm lovin' it

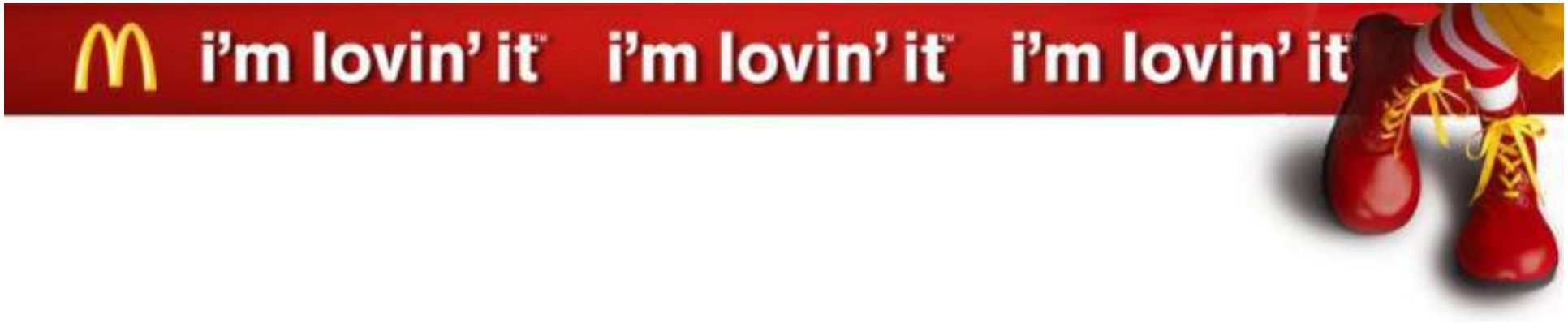


1. SPIDERWICK SEEING STONES

Europe



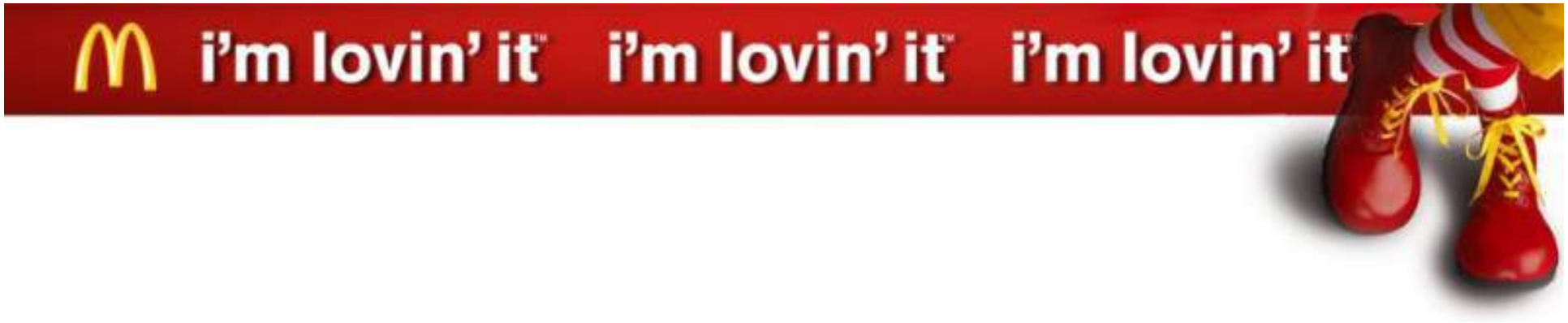
Lose all articulation. Orla and Mulgarath are 4.5".
Sprite and Water Sprite are 4.25". Everyone else is 4".



Kung Fu Panda

25th June – 29th July 2008

Promotion & Premiums in development



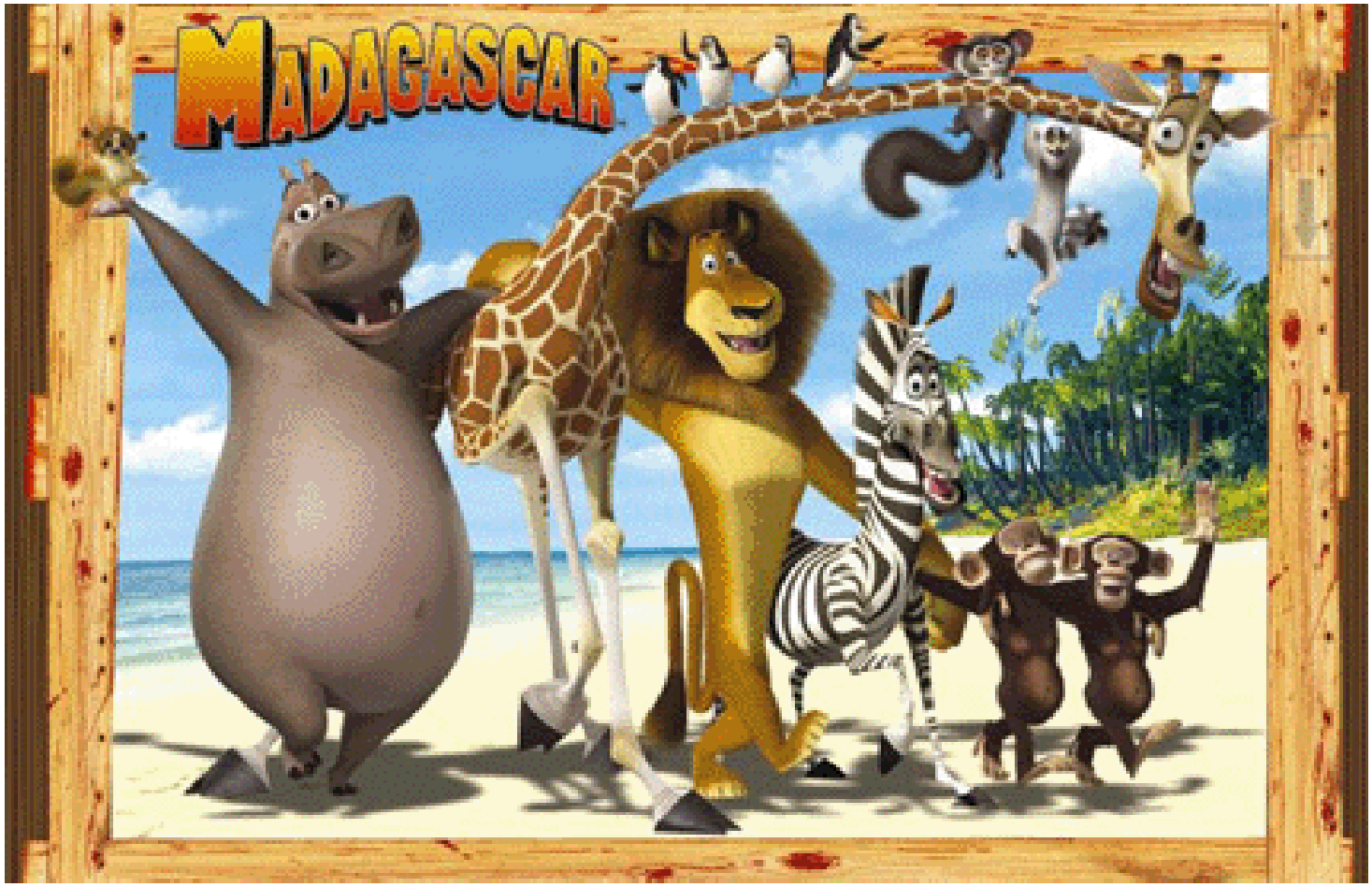
Madagascar 2

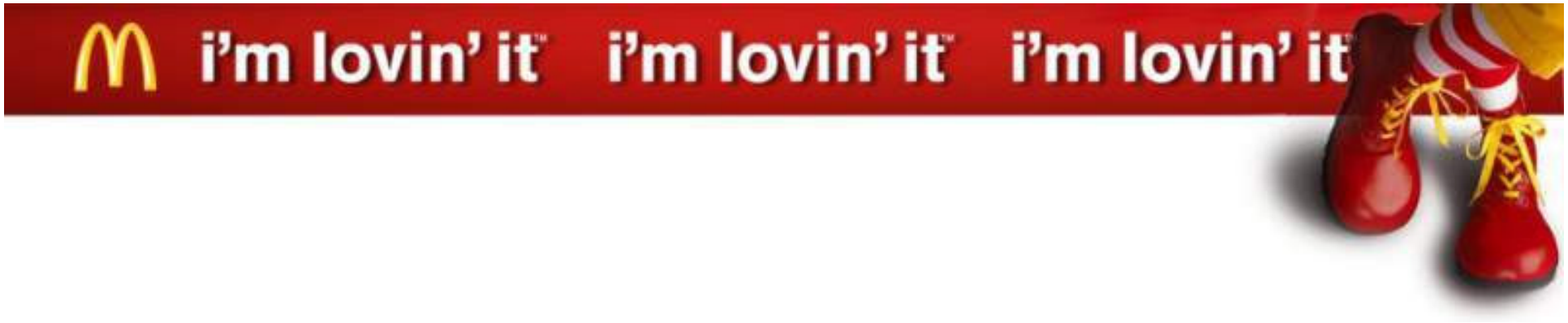
Nov/Dec 2008 – Jan 2009

Exact dates tbc

i'm lovin' it i'm lovin' it i'm lovin' it

Awaiting Global Brief





Partner Opportunities

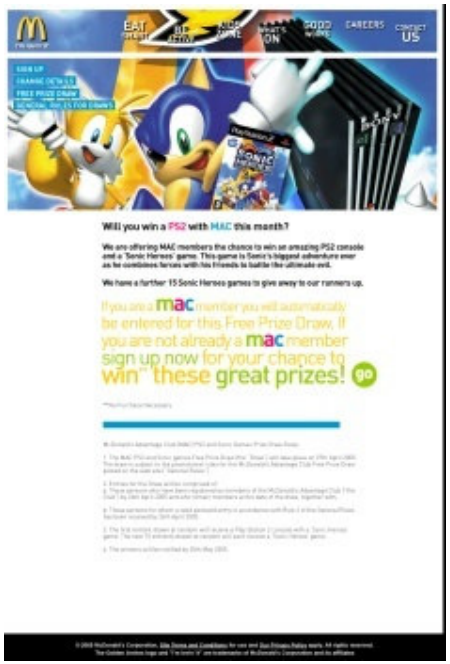
On pack opportunities

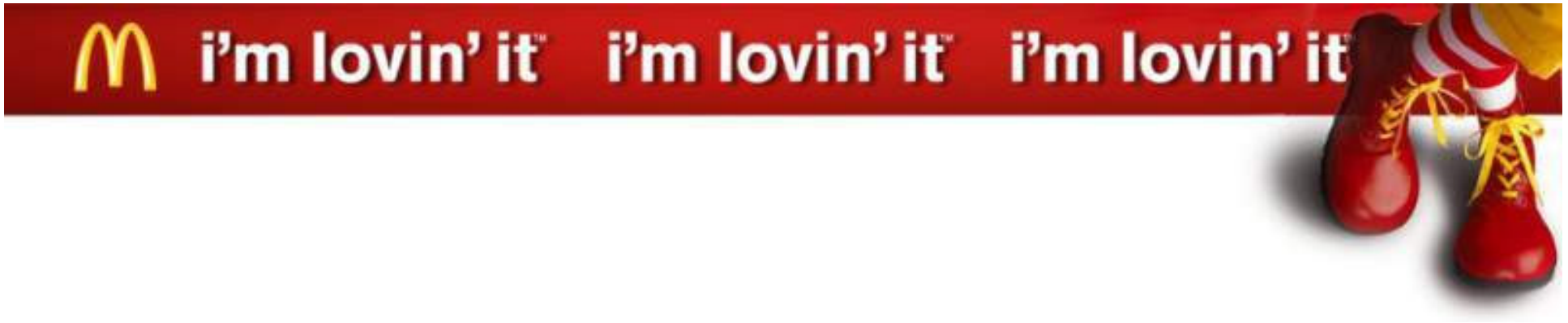
- Cinema Ticket offers
- Retail or leisure offers
- Competition prizes

Online Opportunities

- 150k unique users per month
- c200,000 signed up MAC Members
- Website offers and competitions

  - Monthly FPD opportunities on emailed MAC newsletter





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